

DEPARTMENT OF HEALTH AND HUMAN SERVICES
PUBLIC HEALTH SERVICE
CENTERS FOR DISEASE CONTROL AND PREVENTION
OFFICE OF COMMUNICATION
ATLANTA, GEORGIA 30333

REQUEST FOR TASK ORDER PROPOSAL

Date Issued: *June 28, 2005* Date Response Due: *July 20, 2005*

Questions are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by July 8, 2005

Proposals are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by July 20, 2005.

Request for Task Order Proposal (RFTOP) NO.:258 30

Title: *The National Youth Violence Prevention Resource Center*

Contract reference: This Request for Task Order Proposal is consistent with the purposes for which the NIH Public Information and Communication Services (PICS) contracts for health communication services were awarded. This RFTOP includes tasks described in the contract as Tasks:

- Information and referral, #4
- Outreach and Promotion, #5
- Press, public information, marketing and media services, #6
- Product development, #8

Page Suggestion:

*No more than 25 pages. (Please note that attachments for such items as staff bios/cv are allowed.)**

Budget format suggestion:

Please include itemized budgets for each task.

Funding Range: (check one)

*(Provide range from cost estimate form; these categories are fixed by PGO and should be used as noted.)**

- ☐ Under \$100,000
- ☐ Over \$100,000 but less than \$300,000
- ☐ Over \$300,000 but less than \$500,000
- ☐ Over \$500,000 but less than \$700,000
- ☐ Over \$700,000 but less than \$1,000,000
- ☒ Over \$1,000,000

Type of Pricing Requested: (check one)

- X Cost Plus Fixed Fee
- ☐ Other (Specify) _____

Background:

The mission of the National Center for Injury Prevention and Control (NCIPC) is to provide leadership in preventing and controlling injuries by reducing the incidence, severity, and adverse outcomes of injury. This mission is achieved through research, surveillance, implementation of programs, and communications. In carrying out the mission, NCIPC works closely with other Federal agencies; national, state, and local organizations; state and local health departments; and research institutions across the country.

Congress mandated NCIPC to establish the National Youth Violence Prevention Resource Center (NYVPRC) with fiscal year 2000 appropriations. The purpose of the NYVPRC is to provide youth violence and suicide prevention and intervention information to various constituents. Prior to its existence, people seeking information had to negotiate the "maze" of Federal agencies and private organizations to find appropriate information on youth violence and suicide. The NYVPRC services are available through both a toll-free telephone number and the Internet via the www.safeyouth.org website. NYVPRC services provide users with a portal to the vast array of Federal information on youth violence and suicide. Many products of the NYVPRC reflect an integrated Federal response to the problem of youth violence.

The NYVPRC consists of four components: (1) an Internet website (2) technical assistance, (3) a communication plan for informing various audiences about the Center, and (4) a toll free information and referral service. The toll free information and referral service provides a single point of access to Federal information about youth violence and suicide. In addition, the information line works toward raising awareness of youth violence and suicide prevention while providing target audiences with materials to aid them in their work at the local, state, and national levels. The website serves as a portal to existing Federal agencies websites and links directly to Federal reports, brochures and resources, and other links with youth violence and suicide information. The Internet website will have high quality, interactive graphics and provide information such as news, funding opportunities in the Federal government, references, publications, calendar of events, etc. An annual communication plan is developed to enhance existing strategies for marketing and promoting the toll- free information line and website, and promoting distribution of youth violence and suicide prevention materials developed by all Federal Agencies. Additionally, constituents are linked to technical assistance for the development, implementation and evaluation of youth violence intervention and prevention programs.

The purpose of this task order is to support the NYVPRC requirements for the Internet website, technical assistance, communication plan, and toll free information line. The information line is the framework for access to all Federal youth violence prevention and intervention information. The information line works through the use of phone linkages/prompts to youth violence and suicide prevention reference specialists. Information available from the Contractor will be sent to callers. As appropriate, the youth violence and suicide prevention reference specialists will also provide linkages to other Federal toll-free information lines and websites including, but not limited, to National Institute of Justice (NIJ), Juvenile Crime and Related Issues (JJ), Crime and Justice Data (BJS), Victims of Crime (OVC), Federal Funding, Training, and TA (BJA), Drugs and Drug Related Crime (ONDCP), Substance Abuse and Mental Health Services Administration (SAMHSA), Information Resource Center (Ed), and SafeUSA. The youth violence and suicide prevention and intervention information will be provided to various audience groups (e.g., researchers/health practitioners, parents, teachers, media, law enforcement, policymakers, adolescents, etc.).

Description of work:

As an independent organization, and not as an agent of the Government, the Contractor shall furnish the facilities, personnel, supplies, equipment, materials, and other resources necessary to maintain, enhance and operate the NYVPRC which provides information, data and technical assistance resources on youth violence and suicide prevention/intervention as requested. Quality, efficiency, cost effectiveness, and optimal utilization of resources are areas of paramount importance. The contract and progress in completing the tasks of the contract will be reviewed by CDC in consultation with the NYVPRC Federal Partner Agencies working to prevent youth violence.

The Contractor shall work at a level no less than generally recognized professional standards agreeing to employ and retain competent, qualified personnel who have the expertise to maintain, operate and enhance an interagency, graphically complex, Federal Internet website and who will perform inquiry support through the toll free telephone number via existing protocols and procedures. Employees must possess excellent interpersonal skills and the Contractor must utilize or enhance existing plans for crisis referral. Although the telephone information service will not provide services or crisis management, the Contractor must be prepared to refer all such calls to appropriate resources.

The Contractor staff must meet the security requirements specified by CDC regarding access to Information Technology (IT) systems/data. The Contractor will meet within 30 days of the contract award with NCIPC/Division of Violence Prevention (DVP) on issues that can affect the project. This meeting will allow for clarification of overall project goals and for discussion of how project and Contractor staff will work together. Close collaboration will be required with the Contractor to ensure successful implementation of this task. The Contractor shall collaborate, as appropriate, with necessary CDC and other Federal agencies that provide support

services (i.e., printing requirements, Office of Management and Budget clearance). The latter include the Office of Program Planning and Evaluation (OPPE), the Information Technology Services Office (ITSO), the Management Analysis and Services Office (MASO), and various Centers/Institutes/Offices (CIOs) in order to complete the requested tasks. The Contractor will participate in Federal and constituent partner meetings. The CDC does not anticipate any more than four (4) out of state partner meetings which could require travel.

All work conducted under this task order is considered work-for-hire for the CDC and becomes the property of the CDC. The Contractor is required to inventory all assets for this project upon completion of the job and provide them to the Technical Monitor. As required and at the Technical Monitor's direction, the Contractor shall submit the necessary clearance packages to the Technical Monitor which shall include required forms and supporting materials. The package must be approved before final copy or production can be initiated. The Contractor shall incorporate changes as directed by the clearance process and shall prepare any and all presentations or attend meetings as directed by the Technical Monitor.

All files, graphics, databases and related materials developed by the Contractor, are the Sole property of CDC. 1) The programming, design and other software (s) used to build the website infrastructure and/or other components of the NYVPRC shall be compatible with existing industry software and software used by CDC. 2) The Contractor shall not use proprietary software without written approval from the Technical Monitor.

The Contractor must maintain/enhance all current aspects of the NYVPRC as follows:

Task 1: Internet Web Site Development, Maintenance and Enhancements

- A. The Contractor shall maintain, update and enhance the Internet website, www.safeyouth.org
- B. This website serves as a portal to existing Federal agency websites, links, documents, and other federally supported information related to youth violence and suicide prevention. The Contractor shall work closely with CDC/NCIPC website authoring team and other Federal partner representatives.
- C. The web pages will follow Federal government policies and guidelines for websites.
- D. The Contractor is required to maintain or enhance internal quality control mechanism for monitoring the NYVPRC activities. As part of this process, the Contractor shall provide recommendations for improvement to the Technical Monitor on an annual basis.

- E. The Contractor shall maintain, update and enhance the website (www.safeyouth.org) at a minimum, including the following enhancements/characteristics:
- a. A graphically compelling and interactive design that is audience-based and easy to navigate, with special features including reports, databases, advanced search capabilities, brochures, bibliographies, news features, news service, statistics, reference materials, information about conferences, calendar of events, funding opportunities, slides, video/audio streaming and other tools that target audiences will find useful in their youth violence, child maltreatment, injury, safety and suicide prevention efforts. The site must be comparable to and have the graphics quality and features of the following existing websites: www.Safeyouth.org, www.4woman.org, www.students.gov and www.americasteens.gov.
 - b. A reliable NT and SQL environment for the website.
 - c. Easily downloadable materials from the website.
 - d. A simple-to-use form designed in such a way that the Federal representatives submitting information do not need background or knowledge of HTML or other coding programs.
 - e. Advanced search functions allowing users to conduct detailed searches including real language searches by topic, alphabetically by topic or by key words.
 - f. The Contractor shall continue development of a State profile technical assistance (TA) database. The Contractor shall coordinate and maintain a searchable (State, topic, etc.) TA data base (see also Task 3). This feature will provide constituents access to state-based information by clicking on any State on the U.S. map and linking to data (local, State and Federal) and technical assistance information and services related to intervention and prevention of youth violence and suicide.
 - g. The ability to perform one-key entry when updating information on the website. For example, an administrative correction and/or content changes would automatically correct other related sections of the website.
 - h. The ability to post URL links and original documents in Word, Excel, Power point, etc., in a way that the website users do not require special software to read or print documents. Documents should be available in PDF and HTML.
 - i. The ability to link key word searches to graphic elements on the homepage and to alter which key word searches are displayed at any given time.
 - j. A search capacity that allows the site visitor to query multiple and all Federal databases and return a designated number of items from each search engine in a single return (see <http://www.dogpile.com> and <http://www.osti.gov/fedrnd/>).
 - k. The ability to deliver Video/Audio Streaming.

- l. A website utilization site tracking statistical package.
 - m. Frequently asked questions and answers in teen, professional and parent pages (and other targeted groups as requested by the Technical Monitor).
 - n. Provide Legislative/ Federal activities update to constituents in a user-friendly format.
 - o. Other topic oriented modules.
- F. Contractor shall enhance the website capacity as directed by the Technical Monitor. The enhancements must include but not be limited to the following:
- a. Convert most popular publications to PDF and HTML.
 - b. Provide additional information and hot topics in the Professionals section targeted towards specific groups of professionals.
 - c. The teen site should be enhanced, to make it more appealing to the target audience.
 - d. Tip sheets for parents and teens that are user and reader friendly are to be developed by Contractor based on most frequently asked questions.

Task 2: Develop and Maintain Databases of Resources

- A. The Contractor shall maintain, update and enhance all databases including but not limited to the NYVPRC services database, publication database, funding opportunities database, calendar of events database, state profile database and technical assistance database. All databases must have advanced search capability allowing users to conduct detailed searches, including real language searches and searches by topic.
- B. The Contractor in collaboration with the Technical Monitor will continue to update database information and provide direct linkage to and from Federal partners to the NYVPRC. The Contractor shall maintain, modify, and upgrade fields and specifications for the database as needed throughout the conduct of the task. As permitted, the Contractor shall use existing information obtained from government/private databases such as the Resources and Services database and the data which can be downloaded/obtained from DHHS information programs (e.g., National Health Information Clearinghouse, SAMHSA, National Institute of Mental Health (NIMH), National Institute of Drug Abuse (NIDA), Minority Health Resource Center, National Women's Health Information Center, Healthfinder, and Maternal and Child Health Clearinghouse, and from other Federal agency resource centers such as Department of Justice, Department of Education, Department of Labor and other Federal Agency databases that provide information on the prevention of youth violence, suicide, child maltreatment, injury prevention and safety.
- C. The Contractor shall maintain, and modify as needed, the system to maintain the integrity of the various databases, including the use of software for

searching, updating and accessing online. In addition, the Contractor shall establish a plan to assure the quality of information and data contained in the databases. This comprehensive plan must address how the Contractor will assure the currency and completeness of information contained in each database established, operated and/or maintained under this contract. The plan shall include periodic (at least annual) verification of the accuracy of the records, quality assurance plans for entry, deletion, and updating of records, as well as the frequency of proposed updates and explain how databases can be transferred or transition to other CDC or Federal agency programs.

- D. The Contractor shall comply with CDC Information Technology Services Organization (ITSO) standards for security of all software/hardware services which may be used to support services under this Contract. As a result, the Contractor computer systems (Local Area Network or Internet website) must meet current ITSO standards for security and be amenable to upgrades/enhancements to comply with future directions in CDC ITSO standards development.
- E. The Contractor shall also ensure the delivery of each database in electronic and hard copy versions to the Technical Monitor upon request and at the end of the contract.

Task 3: Technical Assistance and Training

- A. The Contractor shall continue to enhance, develop and maintain the technical assistance (TA) database and will successfully integrate this onto the website. The Contractor shall update, maintain and utilize the already compiled TA inventory. This includes but not limited to the following:
 - a. Within one month of the contract award date, the Contractor will submit for Technical Monitor review and comments a wordplay and timeline outlining the design and architecture of the state profile TA database including (1) the development of the system architecture, (2) identification of proposed data fields, (3) strategies and plans to identify additional data sources, (4) integration into the website, and (5) plans for maintenance.
 - b. Within three months of the award, the Contractor shall provide a formal presentation of the TA database and web placement (either at the Contractor location or via conference call).
 - c. Within thirty days of the presentation, the Contractor shall finalize the web integration and operational phase of the State profile TA database.
 - d. The Contractor shall continue maintaining, updating and enhancing the TA component throughout the conduct of the Contract.
- B. The Contractor shall propose a feedback process that will enable NYVPRC to determine if the technical assistance being provided to customers is being

utilized and thus contributing to the prevention of violence perpetrated against and among youth. This process must be in compliance with all Federal guidelines with regards to privacy and confidentiality.

Task 4: Promotion and marketing of the NYVPRC

The Contractor will continue to implement, monitor, enhance and evaluate a CDC approved comprehensive communication plan using existing audience research provided by CDC. The goal of the communication plan is to build knowledge among constituents of the NYVPRC and to serve as a reliable, credible source for youth violence and suicide prevention information. The site shall be recognized as the “go to” destination and the “first stop” resource for all Federal youth violence and suicide prevention information. The site shall also garner a place in the mind set of parents, teens and practitioners of youth violence and suicide prevention. Within three months of the contact award, the Contractor shall provide a promotion and marketing action plan for the current fiscal year to include but not limited to the following:

- A. The Contractor shall maintain and enhance collaborations among Federal agencies and their constituents to ensure an effective process for obtaining, coordinating and updating of information and resources among Federal partners.
 - a. The Contractor shall facilitate Federal partner promotion activities of the NYVPRC. This includes but is not limited to:
 - b. Maintaining/updating the existing NYVPRC Promotion manual
 - c. Providing Federal partners with promotion materials (i.e. brochures, wallet cards, posters, etc.) as requested for promotional functions
 - d. Attending local partner promotional activities (i.e. trainings/institutes)
- B. The Contractor shall maintain and enhance online quarterly newsletters/spotlight. The purpose of newsletter/spotlight is to promote the added value to the Federal partners and informing constituents about the new information and NYVPRC capabilities.
- C. The Contractor shall provide the Technical Monitor descriptions of all materials necessary to effectively implement, track and evaluate the communication activities. This shall include sound chronological prioritization (specific to each target audience) of communication channels, materials supporting those channels and dissemination strategies.
- D. The Contractor shall identify (based on the audience research conducted during the first year of the Task Order and other ongoing evaluation and audience feedback), implement and evaluate the best channels for communication for

each audience: parents, professionals and teens (based on audience research previously conducted for the NYVPRC).

- E. The Contractor shall develop communication materials (including materials for special audiences) to strategically support the selected communication channels. These materials include but are not limited to brochures, posters, fliers, e-postcards, tip sheets, rolodex cards, CD-ROMs, banners, public service announcements, press releases and List-Serv. This may also include the development of partner newsletter articles, collateral materials to support on-line and entertainment industry outreach, etc. These products will be funded as appropriate.
- F. The Contractor shall maintain and regularly update the existing two (short and long version) Power point presentations to be used by the CDC and the Federal partners at events such as national conferences and community meetings. These presentations must be updated at least annually to reflect the NYVPRC activities, features and new resources. These updates should be noted in the monthly reports. The purpose of these presentation materials is to market the NYVPRC to various constituents. As needed, the Contractor shall modify the presentation to targeted audiences.
- G. The Contractor shall develop and implement a plan to track the NYVPRC inquiries/activities (to include types of user, demographics, etc.) around the marketing and communication roll outs. For example, monitoring an increase or decrease in the number of hits or calls to NYVPRC after distribution of a marketing brochure, presentation at a national conference, or delivery of public service announcements.
- H. In collaboration with the Technical Monitor, the Contractor shall address strategies for generating awareness of the NYVPRC Information and Referral Service and the Website through mass media promotion and partner outreach. The Contractor is requested to make additional recommendations for consideration. The Contractor shall work with the Federal partners and utilize any existing channels that they might have to promote the NYVPRC.
- I. The Contractor shall effectively promote the NYVPRC and educate various constituents regarding NYVPRC resources and how to use them effectively. Examples include but are not limited to live demonstrations at related conferences, audience-specific (teen, parents, professional) events nationwide. Explore specific opportunities to reach ethnic/minority communities. Create magnet events, a buzz and news coverage through newsworthy events. For example, partnering with the NBA or NFL, CDC grantees and/or Federal partners to promote the prevention of youth violence.
- J. The Contractor shall use online and offline media to drive traffic to the NYVPRC website.

- K. The Contractor shall maintain, update and monitor the current ongoing News Bureau. The purpose of the News Bureau is to create articles (4), op-eds (4), and letters to the editor (4) and pitch stories to establish the NYVPRC as the resource for youth violence prevention resources and information. In addition, the News Bureau may be utilized to assist in efforts with CDC grantees and Federal Partners to reframe the public discourse about youth violence prevention. As part of this, the Contractor shall maintain, update and enhance the existing press kit that includes information, media opportunities and story angles to drive traffic to the website and information line.
- L. The Contractor shall initiate, submit and conduct (9) conferences, symposiums and/or summits to promote the NYVPRC. The Contractor shall maintain a staff of 2 persons at each event (any additional staff must be approved by the Technical Monitor). The Contractor shall submit a list of potential conferences, (representative of all Federal agencies addressing youth violence and suicide prevention), to the Technical Monitor for approval within 30 days of the contract award.
 - a. The Contractor for all promotional/conference events shall provide a power point presentation (see Task 4, F.), promotional materials, website demonstration and exhibit display as space and time permits.
- M. The Contractor shall assist CDC Grantees and partners in the development and dissemination of youth violence prevention messages and media campaign material that showcase the NYVPRC.

Task 5: Management of the NYVPRC Inquiry Response and the Toll-Free Information Line and Referral Service.

- A. Contractor shall maintain the 1-866-SAFEYOUTH information line and respond to calls routed through this line. Contractor will respond to queries received via the toll-free number using standard responses and protocols established by CDC and the Federal Working Group on Youth Violence. Contractor shall provide phone linkages to other Federal agencies with youth violence or suicide programs/activities/resources and facilitate the distribution of information resources produced by the other Federal agencies. Contractor shall also respond to queries from low-tech and high-tech users of the service. A low-tech user may initiate queries by mail and telephone. A high-tech user may initiate queries by Internet, email, and fax. The Contractor shall respond in an appropriate manner using the best communication channels for the user (i.e., telephone call, mail, email and/or fax). Contractor shall also answer email queries routed using Microsoft Outlook that originate from NYVPRC web pages and other email requests forwarded to those pages. All calls/inquiries to the NYVPRC are considered confidential. To this fact, the Contractor in collaboration with the Technical Monitor must maintain and update when

necessary the policy outlining all confidentiality procedures related to the NYVPRC inquiry and response areas (e.g. email, fax, information-line, and listserv). **The Contractor should record calls by date received so that s/he will not be establishing a Privacy Act system of records**

- B. It is estimated that 200 calls per month will be received on the toll-free number, and approximately 100 requests per month will be received from letters, faxes, and emails. (These estimates are subject to change and are presented for the purposes of cost estimates and staffing projections only.) The Contractor shall develop a mechanism to handle calls during peak times that will ensure a call back within two business days. Due to the nature of the Federal agencies' (including Department of Health and Human Services, Department of Justice and Department of Education) work in preventing/controlling injuries/fatalities due to violent acts, it is likely that the toll-free number may be used by the public and press to obtain information and referrals. The Contractor shall also be prepared to accept calls from persons who perceive the referral service can provide information during a regional/local emergency and route/refer callers to appropriate agencies/programs and/or State/local programs with jurisdiction over specific acts/events.
- C. The Contractor will provide staff to answer all calls on the toll-free line from 8:00 am to 6:00 pm (EST), Monday through Friday, except for national holidays, and to provide voice-mail and fax-on-demand at all other times in English and Spanish. The Technical Monitor will update the Contractor and contract staff of protocols throughout the duration of the task order. The Contractor shall maintain a system which supports the initiation of an emergency service to support responses to inquiries prompted by local/State/regional events involving intentional injuries and/or fatalities. As such, the Contractor shall provide limited on-call personnel to make changes to voice messaging and fax-on-demand services to complement NCIPC emergency and media relations services. The Contractor shall monitor and modify, as needed or requested by the Technical Monitor, the standard response procedure and format for frequently asked questions.
- D. The Contractor will have at least one person, who is bi-lingual in English and Spanish providing inquiry support when the 800 number is being answered by Contractor staff. Information specialists should project cultural competency and sensitivity to all racial and ethnic groups. Specialists will be able to translate Spanish email and other information materials as necessary.
- E. The Contractor shall maintain and monitor the fax-on-demand service for persons requesting Federal fact sheets and other resources that have been provided by CDC and other Federal Partners. The Contractor shall report fax-on-demand activities on the monthly reports. This information includes but is

not limited to the numbers/types of request, date of requests and responses that the NYVPRC provided and/or was not able to provide.

- F. The Contractor shall maintain and monitor the Unanswerable Questions system whereby they are referred to the Technical Monitor or other CDC subject matter expert for a respond to a public inquiry. Unanswerable questions include those for which there is no standard response or where the nature of the response requires a high degree of sensitivity to the caller and/or expertise in a specific subject area. The unanswerable questions/inquiries shall be routed (email) to the Technical Monitor (or person acting in their absence) within three (3) hours of receipt. The objective of the system is to triage calls to the appropriate governmental agency for a response. In some cases, the unanswerable questions may result in the development of a standard response that must be integrated into the routine Task Order inquiry operations. The Contractor shall also maintain and provide the Technical Monitor a listing of questions which were referred to as unanswerable for use in program planning and evaluation. This information shall be included in the monthly report provided to the Technical Monitor.
- G. The Contractor shall establish and maintain continuous close working relationships with representatives of Federal agencies and departments involved in the prevention of youth violence, suicide, child maltreatment, terrorism, injury and safety to obtain information for the purpose of updating and enhancing the NYVPRC inquiry response and the toll-free information line.
- H. The Contractor will maintain and monitor existing TTY line for callers with hearing impairments.
- I. All calls/inquiries to the NYVPRC are considered confidential. To this fact, the Contractor in collaboration with the Technical Monitor must maintain and update when necessary the policy outlining all confidentiality procedures related to the NYVPRC inquiry and response areas (e.g. email, fax, information-line, and listserv). **The Contractor should record calls by date received so that s/he will not be establishing a Privacy Act system of records.**
- J. Telephone requests from the media, State and Federal legislators and their staff, persons requesting specifically to speak to a CDC or other Federal staff person, and any person threatening a Federal agency, staff and/or the Contractor must be forwarded to the appropriate CDC media relations staff person(s) and Technical Monitor.
- K. The Contractor will utilize or enhance existing policy in to handle any calls reporting individual incidences of physical abuse and/or assault and must comply with laws pertaining to official reporting of these incidences.

Task 6: Collaborations with Federal Partners

- A. The Contractor will identify all resources on youth violence, suicide, child maltreatment, injury prevention and safety from the Federal departments and agencies and include these resources in the database of resources. The Contractor will contact the Federal departments and agencies on a monthly basis to determine the status of current and new resources. All items (i.e., publications) added to or deleted from the NYVPRC will be highlighted in a monthly report provided to the Technical Monitor.
- B. The Contractor will contact and report the activities of Federal government departments and agencies that produce youth violence and/or suicide resources on a quarterly basis. The Contractor will produce a partner inventory of all of the Federal government departments and agencies that produce youth violence and/or suicide resources. The inventory will contain the name of the Department, Agency, contact person, telephone number, address, email, fax and any other information requested by the Technical Monitor.
- C. The Contractor shall coordinate and attend two (2) meetings to promote the prevention of youth violence with partners and CDC grantees.
- D. The Contractor shall produce a quarterly spotlight on the www.safeyouth.org website that show cases the various youth violence prevention initiatives, projects and resources that Federal agencies have on the prevention of youth violence, suicide, child maltreatment, sexual violence, violence in general. A timetable shall be provided to the Technical Monitor within 30-days of the award date

Task 7: Translation Services

- A. The Contractor shall provide translation of written requests (mail, fax, and email) which are in Spanish.
- B. The Contractor shall continue to identify/develop resources for Spanish speaking audiences.

Task 8: Special Services

- A. The Contractor shall respond to special requests on an as needed basis. (Not to exceed two requests per month):
 - a. The Contractor may be requested by the Technical Monitor to compose/complete formal correspondence such as letters (not to exceed 5,000 copies) and press releases.

- b. The Contractor, in collaboration with the Technical Monitor, shall maintain and update various existing constituent List-Serv and mailing lists as well as create additional ones as requested.

Task 9: Reporting Requirements

- A. The Contractor shall maintain and enhance the existing performance monitoring system and provide the Technical Monitor with monthly and an annual activity report. These reports shall correspond to the tasks as outlined in the task order and deliverables, and be subject to the approval of the Technical Monitor. The Contractor shall provide all reports electronically (Microsoft Office: Word, Excel and PowerPoint). The Contractor shall email all reports to the Technical Monitor. These reports will include but are not limited to:
 - a. Updates, major/minor accomplishments in each task, issues and barriers encountered as well as solutions applied or proposed solutions and potential future implications.
 - b. The report shall include the range of activities undertaken in support of the project which shall directly reflect the detailed budgets produced during the planning stage.
 - c. Description of work ongoing and completed, progress towards meeting objectives, milestones, schedules, deliverables submitted, dates completed, labor and equipment-hours used and materials expended by type of activity/task including subcontractor activities.
 - d. The reports shall also note any problems encountered or anticipated with recommendations for resolution, an update on immediate activities planned and time line for completion, and costs incurred and funds needed to complete each immediate and remaining task
- B. The Contractor monitoring system shall ensure accurate and timely reporting of the following information:
 - a. Telephone requests for information (FTS 2000 service)
 - number of completed calls by date and reporting period
 - source of calls (city, state, area code)
 - type of entity making request (i.e. local health dept., general public)
 - total time of all completed calls, average time per call, average calls per day within a reporting period, average response time
 - number and type of calls referred back to NCIPC or other Federal agencies
 - b. Reference and Referral Services
 - number and source of non-telephonic reference inquiries
 - (e.g. Internet, fax, regular mail)

- requester demographics
- average response time
- methods of response
- number of fax-on-demand requests
- number and topics of requests requiring translation
- c. Publications Ordering Service
 - total number of orders processed
 - order by source (i.e., parents, teens, teachers)
 - number of copies distributed (total per item and agency)
- d. Special Correspondence Management (written inquiries)
 - total number
 - mechanism of response
 - cost per response
 - average time to complete response
- e. Total number of new items added to each database
- f. Total and type of documents produced
- g. Internet Website Development/Maintenance/Support
 - number of pages that were meta tagged
 - amount of information coded

C. The report shall address at a minimum the following points:

- a. Accomplishment of objectives during the reporting period.
- b. Major activities/initiatives planned for the next reporting period.
- c. A description of any problems encountered and recommendations for solution.
- d. Summary of referrals to network resources.
- e. Other items deemed necessary by NCIPC and the Federal partners to adequately, and accurately reflect process and outcome measures of NYVPRC accomplishments of activities, objectives and goals.

D. Additional reporting Requirements may be established during meetings between the Technical Monitors and the Contractor.

E. The Contractor shall complete the items pertinent to the Contractor performance and submit to the Technical Monitor an Information Center Data Summary report with the final report for each contract year. The form and format of this report will be coordinated with the Technical Monitor.

F. Upon request, as part of the monthly/annual reports or as a separate report, the Contractor may be requested to prioritize a reduction in costs and/or services provided under the subject Task Order.

Task 10: Proposed Innovative Initiatives/Enhancements/Modifications

The applicant shall provide any proposed enhancements/modifications which result in overall improvement of the NYVPRC. In this task, the applicant may exercise innovative initiatives resulting in overall improvement (i.e., in management, maintaining, feasibility, utility, audience satisfaction, marketing and promotion) of the NYVPRC.

****Related tasks may be funded pending availability of additional funds.****

Items provided by the Technical Monitor for Task Completion

1. The Technical Monitor will regularly monitor progress/updates and clarify policies. The Contractor is expected to present all relevant issues and recommendations for resolution as they arise and impact their performance.
2. The Technical Monitor will conduct onsite visits throughout the project period to monitor the Task Order performance.
3. The Technical Monitor will facilitate subject matter expertise and consultation as needed.
4. The Technical Monitor will make available to the Contractor existing audience research reports, sample quarterly/monthly reports, budget, etc.

Special Clearance and Reviews

All aspects of contract are subject to Department of Health and Human Services review and must conform to the NCIPC clearance process. Office of Management and Budget Clearance will be necessary for external partner interviews; the Contractor shall prepare appropriate packages for clearance. Design of any data collection or evaluation measurement tools or activities should take into account the requirements for exemptions under OMB public survey clearance procedures as specified under the PHS Generic Approval to Conduct Customer Satisfaction Surveys under EO 12862. For any methods requiring OBM or IRB clearance, the Contractor shall prepare the appropriate packages for clearance.

Items from CDC appropriate for preparation of proposals:

Please consider the current National Youth Violence Prevention Resource Center www.safeyouth.org website as the minimum standard for this proposal.

Item from CDC appropriate for task completion:

All available content on the current National Youth Violence Prevention Resource Center website will be provided for task completion.

Deliverables:

Number	Deliverable Item	Due Date
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1	Monthly Reports (12)	5 th of every month
2	Annual Report (1)	August 31, 2006
3	Work plan that corresponds to all tasks noted in description of work and timeline for current budget year	30-days after award date
4	Marketing Plan for Current year with budget	30-days after award date
5	Quarterly Federal Agency Spotlight/newsletter (4)	1 st , 2 nd , 3 rd and 4 th Contract Quarter (15 th of that month)
6	Conference/travel list for budget year	30-days after award date
7	Follow-up and consultation	November 30, 2006

Period of Performance:

Date of contract award to November 30, 2006

Special Clearances:

Check all that apply:

☐ OMB

☐ Human Subjects

☐ Privacy Act

Production Clearances:

☐ 524 (concept)

☐ 524a (audiovisual)

☐ 615 (printing)

Evaluation Criteria:

- A. Award: This task order will be awarded to the contractor whose proposal is considered to be the most advantageous to the Government, price and other factors identified below considered.
- B. Technical evaluation for this RFTOP are as follows:

Criteria	Points or relative Value of criteria
Technical Approach	40
Staffing and Management	20
Similar Experience	20
Recommendations	20

Technical Approach:

Contractors are to provide a discussion of their technical approach for providing the services required for this task order.

This criteria will be evaluated according to the soundness, practicality, and feasibility of the contractor's technical approach for providing the services required for this task order.

Staffing and Management:

Contractors are to provide (1) a staffing plan that demonstrates their understanding of the labor requirements for this task order; and (2) a

management plan that describes their approach for managing the work, to include subcontract management if applicable.
This criteria will be evaluated according to the soundness, practicality, and feasibility of the offeror's staffing and management plans for this task order.

Similar Experience:

Provide information reflecting the contractor's organizational capacity for projects similar in complexity and scope.
This criteria will be evaluated to determine appropriate experience of assigned personnel.

Recommendations:

Contractors are to provide ideas and/or suggestions about creative and/or innovative ways to accomplish either the processes or products described in this task.
This criteria will be evaluated by examining the creative ideas offered and the rationale that supports the ideas presented.

C. Cost Evaluation: A cost analysis of the cost proposal shall be conducted to determine the reasonableness of the contractor's cost proposal.

Proposed Technical Monitor:

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National Center for Injury Prevention and Control
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